

## **Single Overriding Communications Objective (SOCO)**

### ***Worksheet***

In one BRIEF paragraph, state the key point or objective you want to accomplish by doing the interview. This statement should reflect what you, the author or speaker, would like to see as the lead paragraph in a newspaper story or broadcast report about your topic.

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What are the three or four facts or statistics you would like the public to remember as a result of reading or hearing about this story?


Who is the main audience or population segment you would like this message to reach?

Primary:

Secondary:

What is the ONE message you want the audience to take away from this interview/report?

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Who in your office will serve as the primary point of contact for the media?

Name:

Phone:

Email:

Date(s) and time(s) available:

Date:

Time:

## **Sample Single Overriding Communications Objective (SOCO)**

### ***Worksheet***

In one BRIEF paragraph, state the key point or objective you want to accomplish by doing the interview. This statement should reflect what you, the author or speaker, would like to see as the lead paragraph in a newspaper story or broadcast report about your topic.

National surveillance data show that the rate of active TB cases fell to an all time low in 2004 to 4.9 cases per 100,000 people, or 14,511 total cases.

However, decline in the national TB rate was only 3.3% from 2003 to 2004 – one of the smallest declines in more than a decade

- May suggest slowing in our progress towards eliminating TB in the U.S.
- Overall slowing, combined with disproportionate impact on several populations, especially racial/ethnic minorities and foreign-born individuals, are reason for concern
- Have learned from the past that TB must continue to be taken seriously

What are the three or four facts or statistics you would like the public to remember as a result of reading or hearing about this story?

Foreign-born persons accounted for more than half of TB cases and had a case rate 8.7 times higher than U.S. born (22.5 v. 2.6/100,000)

CDC is working to strengthen global partnerships in areas hardest hit by TB by:

- Improving overseas screening for immigrants and refugees and testing recent arrivals from high-incidence countries for latent TB infection
- Strengthening the notification system that alerts local health departments to the arrival of immigrants who are known or believed to have TB
- Improving coordination of TB control with Mexico

Rates for Hispanics 8x higher than whites, 8 times higher for Blacks, 20 times higher for Asians

CDC is working on an ongoing basis with state/local health departments to ensure adequate local resources in communities facing burden

- Funded demonstration projects in Illinois, Georgia, and South Carolina to help address TB among African Americans

Who is the main audience or population segment you would like this message to reach?

Primary: General public      Secondary: Policy makers (awareness)

What is the ONE message you want the audience to take away from this interview/report?

Latest data show that TB was at an all time low in 2004, but progress to eliminate TB in the U.S. may be slowing.

Who in your office will serve as the primary point of contact for the media?

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Date(s) and time(s) available:    Date: Friday, March 18      Time: 10:00 a.m.